

Claims

1. A method of tracking, correlating, and analyzing the e-mail and internet activities of an Internet visitor, comprising:
 - adding a tag to a document to create a tracker-enabled document;
 - providing said tracker-enabled document to said visitor on world wide web; and
 - capturing an e-mail address from said visitor.
2. The method of claim 1 wherein said tracker-enabled document is an HTML rendered e-mail comprising;
 - an embedded HTML tag with e-mail address of said visitor;
 - and said capturing of an e-mail address comprises:
 - when said e-mail is opened or the focus of a browser e-mail is set;
 - storing said visitor's e-mail address in a cookie;
 - adding a unique identifier to said cookie; and
 - embedding said cookie in visitor's HTML rendering component.
3. The method of claim 1 wherein said tracker-enabled document contains an on-line form for said visitor to enter an e-mail address in a required field and said capturing of an e-mail address comprises:
 - when e-mail address is entered;
 - storing said e-mail address in a cookie;
 - adding a unique identifier to said cookie; and
 - embedding said cookie in visitor's HTML rendering component.
4. The method of claim 1 wherein said tracker-enabled document contains an on-line form for visitor to enter a visitor name and a password and said capturing of an e-mail address comprises:
 - when visitor name is entered;
 - capturing a previously stored e-mail address for that visitor name;

storing said previously stored e-mail address in a cookie;
adding a unique identifier to said cookie; and
embedding said cookie in visitor's HTML rendering component.

5. The method of claim 1 wherein said tracker-enabled document is a web page and comprises:
an embedded JavaScript or HTML tag that references a URL on a service provider server and enables document to gather visitor information about document's usage and initiates a session that service provider monitors.

6. The method of claim 5 further comprising;
storing obtained visitor information in a database on a service provider server.

7. The method of claim 5 further comprising;
adding said information about documents usage into service provider cookie for return to visitor browser.

8. The method of claim 5 wherein a web site owner accesses an account on a service provider server and obtains a report on visitor's activities.

9. A software program product for use in a computer system that executes program steps to track, correlate, and analyze the e-mail and internet activities of an internet visitor, comprising:
a program of computer readable instructions executable by said computer system to perform the method steps comprising;
adding a tag to a document to create a tracker-enabled document;
providing said tracker-enabled document to said visitor on world wide web; and
capturing an e-mail address from said visitor.

10. The software program product of claim 9 wherein said tracker enabled document is an HTML rendered e-mail comprising;
an embedded HTML tag with e-mail address of said visitor;
and said capturing of an e-mail address comprises:
when said e-mail is opened or the focus of a browser e-mail is set;
storing said visitor's e-mail address in a cookie;
adding a unique identifier to said cookie; and
embedding said cookie in visitor's HTML rendering component.
11. The software program product of claim 9 wherein said tracker-enabled document contains an on-line form for said visitor to enter an e-mail address in a required field and said capturing of an e-mail address comprises:
when e-mail address is entered;
storing said e-mail address in a cookie;
adding a unique identifier to said cookie; and
embedding said cookie in visitor's HTML rendering component.
12. The software program product of claim 9 wherein said tracker-enabled document contains an on-line form for visitor to enter a visitor name and a password and said capturing of an e-mail address comprises:
when visitor name is entered;
capturing a previously stored e-mail address for that visitor name;
storing said previously stored e-mail address in a cookie;
adding a unique identifier to said cookie; and
embedding said cookie in visitor's HTML rendering component.
13. The software program product of claim 9 wherein said tracker-enabled document is a web page and comprises:
an embedded JavaScript or HTML tag that references a URL on a service provider server;

an e-mail address of said visitor; and
embedded service provider software that enables document to gather
visitor information about document's usage and initiates a session that
service provider monitors.

14. The software program product of claim 9 wherein said program of computer
readable instructions executable by the computer system to perform the
method steps further comprise;

storing obtained visitor information in a database on a service provider
server.

adding said information about documents usage into service provider
cookie for return to visitor browser.

15. The software program product of claim 9 wherein said program of computer
readable instructions executable by the computer system to perform the
method steps further comprise;

providing a report on said visitor's activities when requested by a web
site owner.